

Engaging stakeholders

Definition	Fostering input, participation, and power-sharing among those persons who have an investment in the conduct of the evaluation and the findings; it is especially important to engage primary users of the evaluation.
Role	Helps increase chances that the evaluation will be useful; can improve the evaluation's credibility, clarify roles and responsibilities, enhance cultural competence, help protect human subjects, and avoid real or perceived conflicts of interest.
Activities	<ul style="list-style-type: none">• Consulting insiders (e.g., leaders, staff, clients, and program funding sources) and outsiders (e.g., skeptics);• Taking special effort to promote the inclusion of less powerful groups or individuals;• Coordinating stakeholder input throughout the process of evaluation design, operation, and use; and• Avoiding excessive stakeholder identification, which might prevent progress of the evaluation.

Adapted from Joint Committee on Standards for Educational Evaluation. Program evaluation standards: how to assess evaluations of educational programs. 2nd ed. Thousand Oaks, CA: Sage Publications, 1994.